

MODERN

March 2016

SALON

getting
tipsy

Trends and
techniques for
tips and toes

SHEAR
FACTOR

Tools to extend
your craft

braid
parade

Top knots and
faux hawks

spring
forward

Customizing trends to add just the
right amount of drama this season.

Hair: Sarah Mac, Danielle Keasling and
Darren Brokaw for HairUWear Professional

CONTRIBUTORS

» Danielle Keasling, Darren Brokaw, Sarah Mac

ON THE
COVER

Darren Brokaw, creative director, Great Lengths USA, oversees all creative and imagery concepts for Great Lengths USA and HairUWear Professional. He is also co-director of the Great Lengths USA national education team, as well as an advisor on Great Lengths USA national advertising and marketing strategies. He is the owner of J. Brokaw Salon, in St. Louis, Missouri.

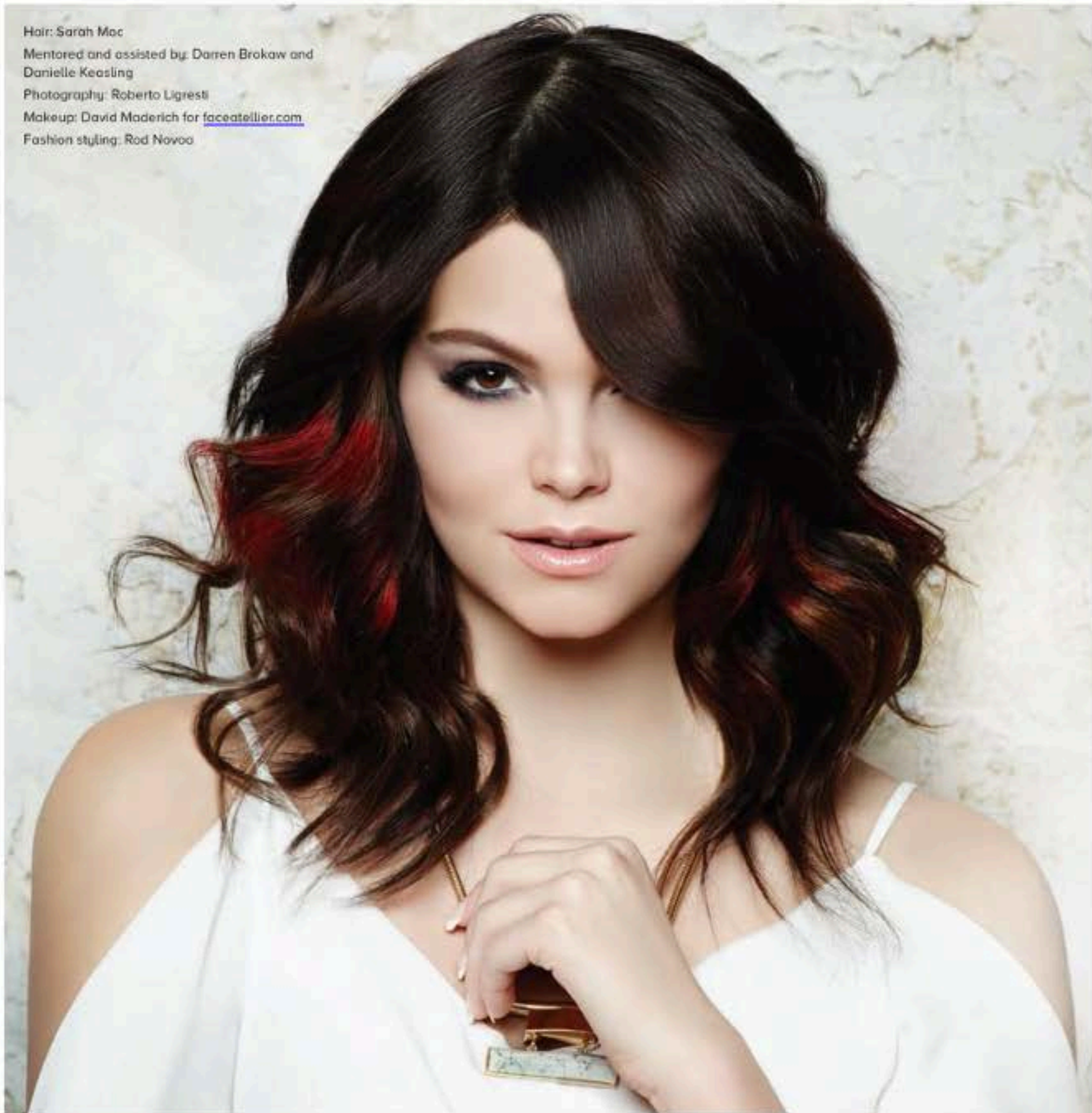


Keasling, Brokaw and Mac.

Danielle Keasling, guest artist HUUW Pro and Great Lengths USA, and a Matrix creative director, is owner of Salon Karma in Bluffton, South Carolina. With a passion for texture and styling and an eye for color, Keasling brands herself as creating on-trend styles that are fashion-forward but wearable for the everyday consumer. She is also part of the newly launched company CBC, Chrystofer Benson Collective, and the Intercoiffure Artistic Team.

Stylist and Matrix educator Sarah Mac works at Salon Glo in Valencia, California. After earning a bachelor's degree in biology from the University of California, Santa Barbara, Mac acknowledged her true passion and became a professional hairdresser. Mac has participated in fashion shows and hair shows, in addition to NAHA photoshoots and working on Next Top Model Sweden. Most recently, Mac won the Extend Your Creativity Contest, which resulted in this photoshoot.

Hair: Sarah Mac
Mentored and assisted by: Darren Brokaw and
Danielle Keasling
Photography: Roberto Ligresti
Makeup: David Maderich for faceatellier.com
Fashion styling: Rod Novoo



CREATIVITY, EXTENDED

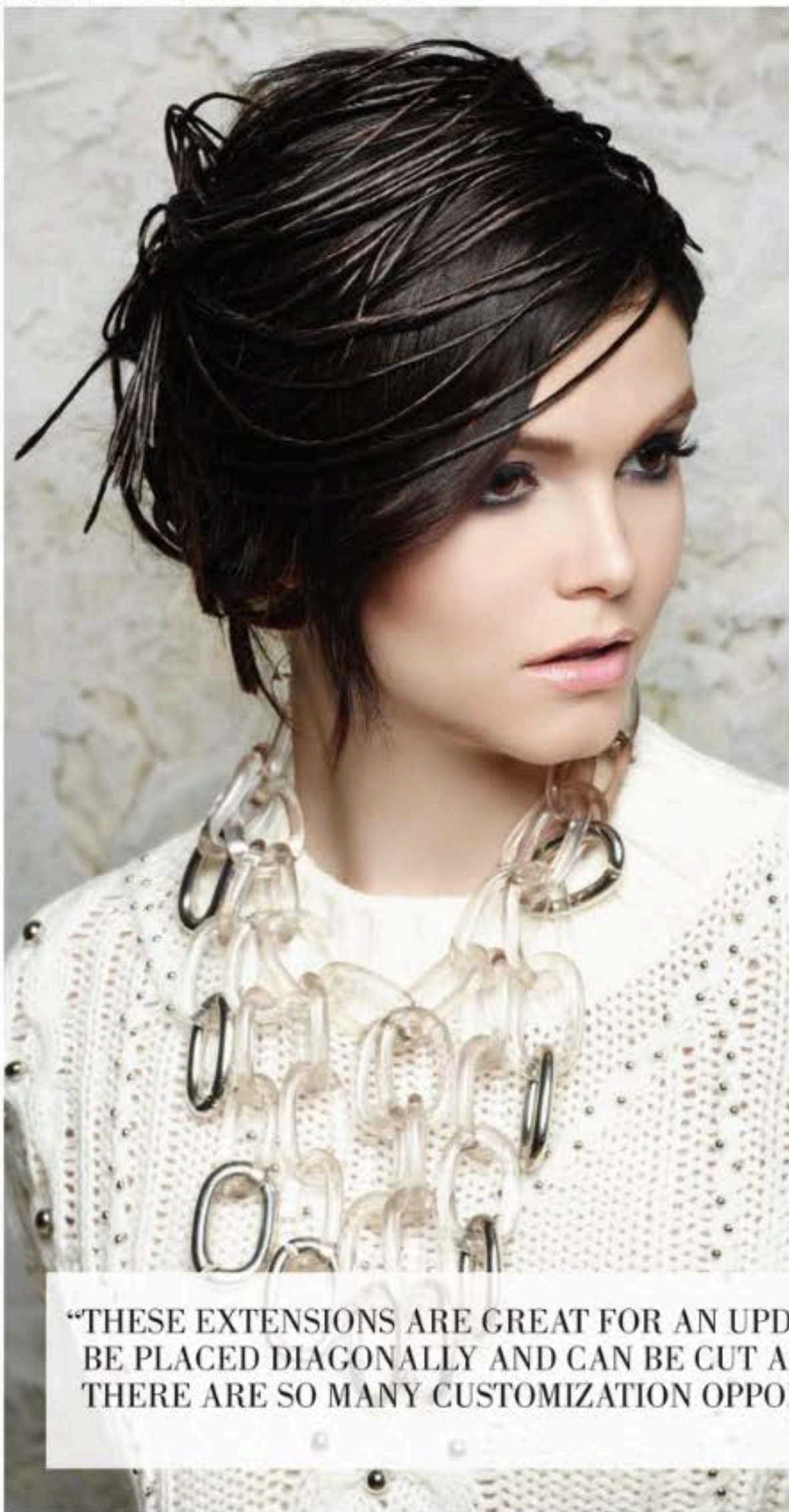


When properly colored, styled and applied, extensions can make the difference between a good finish and a great finish, allowing endless opportunities for both the professional and the client. Gone are the days of clients waiting weeks for their bundles to arrive to be followed by hours in a chair, the next generation of extensions allows for immediate application that is easily customized and more professional.

In the HairUWear Pro Extend Your Creativity contest, stylists were asked to show their talent by demonstrating their updo skills. Once the finalists were narrowed down from hundreds of entries, HairUWear Pro sent them a Clip-in Extension Starter Kit with the challenge to create two looks for the final round of the competition.

A beautiful, intricately braided and a lusciously long mane creation earned Sarah Mac the big prize. She was invited to attend MODERN's photoshoot workshop, Artist Session, followed by a photoshoot with cover artist and NAHA-winning photographer Roberto Ligresti, and to be mentored by salon owner and editorial stylist Danielle Keasling along with Darren Brokaw, creative director of the HairUWear professional division.





“THESE EXTENSIONS ARE GREAT FOR AN UPDO. THEY CAN BE PLACED DIAGONALLY AND CAN BE CUT AS DESIRED. THERE ARE SO MANY CUSTOMIZATION OPPORTUNITIES.”

—Sarah Mac

The shoot was a great success for Mac who got to prove her talents extend beyond the competition. She was offered an almost-endless supply of extensions that allowed her to create styles ranging from consumer-friendly to avant garde.

“I am proud to recommend this service to clients,” Keasling says. “The hair is Indian Remy and high-quality. They only come in three-inches wide to make it easy to customize.”

As shown by her winning entry, there is a lot you can do with these extensions.

“These extensions are great for an updo,” Mac says. “They can be placed diagonally and cut as desired. There are so many customization opportunities.”

For this session, the team pre-colored the model’s existing hair using Matrix Logics 4V Imprints with 10-volume developer on the base, and equal parts 4V with 8V (to create a 6) on the ends. The color processed for 30 minutes.

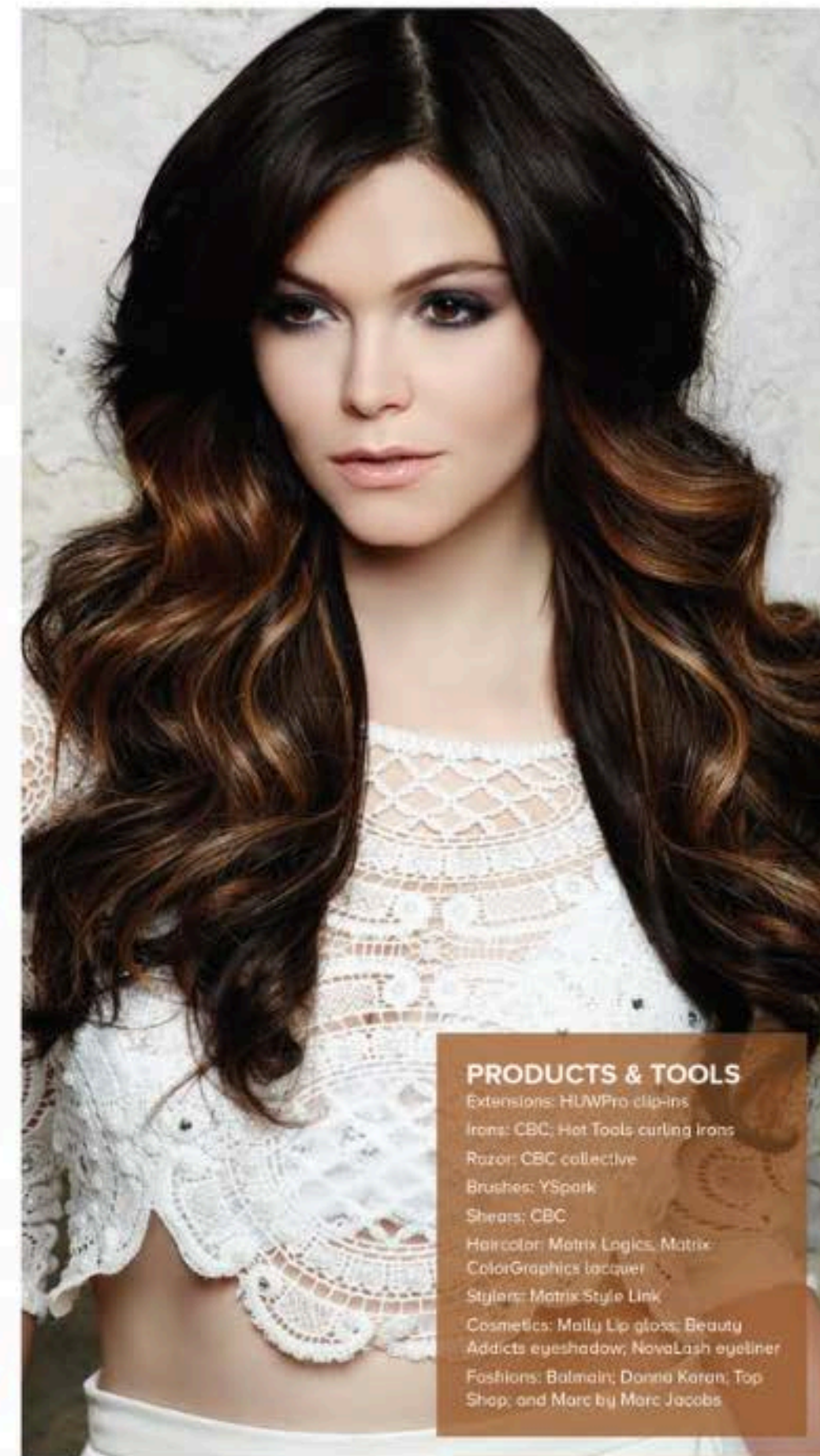
“It’s all about dimension and customization,” Keasling says. “The extensions were pre-colored at the same time to work with her new color.”

Adds Mac, “This was a great contest, a great prize and I love what we were able to accomplish on this model.”



1. Section hair as shown.
2. Take prepared weft and open the center clip.
3. Place the weft along the horizontal parting and secure the center clip. Then clip in the outside clips.
4. Alternate shades as you work up the back, continuing to place in horizontal sections. Bricklay the wefts for a more balanced placement.
5. Cut the weft to the desired size at the sides.

6. Smaller wefts are placed on the diagonal along the sides following the hairline to push movement forward.
7. Continue working back on the diagonal, alternating shades and sizes.
8. Begin the cut in the back. Point-cut at zero to the desired length.
9. Then slide-cut from mid shaft to ends to blend.
10. Finish with a razor on the surface to blend and add texture.



PRODUCTS & TOOLS

Extensions: HUWPro clip-ins
 Irons: CBC; Hot Tools curling irons
 Razor: CBC collective
 Brushes: YSpark
 Shears: CBC
 Haircolor: Matrix Logics, Matrix ColorGraphics lacquer
 Stylers: Matrix Style Link
 Cosmetics: Mally Lip gloss; Beauty Addicts eyeshadow; NovaLash eyeliner
 Fashions: Balmain; Donna Karan; Top Shop; and Marc by Marc Jacobs